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Newport Blue and Penn Lawn Fescue
With Merion Blue, Delta and

Master Blend

(R)

NEW YORK 13, N. Y.
85 WHITE STREET

Vaughan's Seed Company

April 2, 1962

62

Vaughan's New Redi-Measure Products.

A completely new way to sell garden chemicals. For the first time garden chemicals come in handy little packets. Pour contents of packet into one quart of water and you are ready to use. No measuring or mess — you get exact solution every time. Each box holds 12 Redi-Measured Packets.



**Redi-Measure is
convenience
itself to use . . .**

Vaughan's New Redi-Measure Sprayer

Makes application of Redi-Measure products even easier! Quart-size takes one packet and you're ready to spray. Adjustable from a fine mist to steady stream, 8 to 10 ft. long. Low-priced so customers can buy one for weed-killing and one for insect-control.



The following good-selling items are available in Redi-Measure Packets:

S-1317R	Vaughan's Lawn Weed Killer
S-1302R	Vaughan's Bent Grass and Chickweed Killer
S-1310R	Vaughan's Clover Killer
S-1315R	Vaughan's Liquid K. O.
S-1330R	Vaughan's Super Sodas
S-1308R	Vaughan's Insect Spray

Display Carton. State catalog number and item desired.

Size	Packed	Wt.	Dealer's Cost	Retail
12—10cc pks.	24	6 lbs.	\$12.82	\$8.99
Master Pack Contains 6 Displays, one each of the six Redi-Measure Items.				
Cat. No.	Packed	Wt.	Dealer's Cost	Retail
1300 SM	6	35 lbs.	\$76.92	\$8.99

For Complete List of Vaughan's Brand Products See Our January 5th Price List or Dealer Catalogue.

VAUGHAN'S SEED CO. — Established 1876 — 85 White Street, New York 13, N. Y. — BArcley 7-4900

April 2, 1962

DS

BIBLIOGRAPHY DIVISION
LIBRARY, U. S. DEPT OF AGRICULTURE
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★ APR 18 1962
U. S. Department of Agriculture

BULK RATE
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New York, N. Y.
Permit No. 15248

Vaughan's MASTER BLEND

Merion Formula



EXPERTS PICK MERION FOR LAWNS AND PLAY GROUNDS

Contains 4 latest grasses developed by scientists

- Grows greener . . . stays greener all summer
- Stands closer, less frequent mowing
- Produces thicker turf . . . spreads faster
- Crowds out crabgrass and other weeds better
- Resists leaf spot and other diseases
- Deeper, stronger roots resists drouth and heat . . . need less watering
- Broader, sturdier leaves withstand wear better than other luxury-look grasses
- 100% Perennial Grasses . . . 45% Merion Kentucky Blue Grass plus Delta Kentucky Blue Grass, Newport Kentucky Blue and Pennlawn Creeping Red Fescue.
- Costs less because it goes farther . . . sow 1 lb. per 750 sq. ft. . . . only 1/3 as much as standard blue grass mixtures.

(FREE OF POA ANNUA AND BENT)

MASTER BLEND FORMULA—100% PERENNIAL GRASSES

Contains over 1,250,000 seeds of pure Merion strain of Kentucky Blue Grass, plus Delta and Newport Kentucky Blue Grass, plus Pennlawn Creeping Red Fescue and Red Top. Costs less because it goes farther. Sow 1 lb. to 500 to 750 square feet.

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.	\$ 1.79	Case 25/1 lb.	\$27.00	25 lb. bag	\$ 40.00	Bag 1/25 lb.	\$25.00
3 lb. ctns.	5.25	Case 16/3 lb.	50.40	50 lb. bag	77.50	Bag 1/50 lb.	49.50
5 lb. ctns.	8.50	Bale 10/5 lb.	51.50	100 lb. bag	150.00	Bag 1/100 lb.	98.00
10 lb. bag	16.50	Bale 2/10 lb.	20.20	Broken Cases 5c per lb. higher			

MERION STRAIGHT

Economical — Sow 1 lb. to 500 to 750 square feet.

	Retail	Packed	Cost		Retail	Packed	Cost
1 lb. ctns.	\$ 1.89	Case 25/1 lb.	\$30.00	25 lb. bag	\$ 42.50	Bag 1/25 lb.	\$26.75
3 lb. ctns.	5.55	Case 16/3 lb.	55.20	50 lb. bag	82.50	Bag 1/50 lb.	52.50
5 lb. ctns.	9.00	Bale 10/5 lb.	56.00	100 lb. bag	160.00	Bag 1/100 lb.	100.00
10 lb. bag	17.50	Bale 2/10 lb.	22.00	Broken Cases 5c per lb. higher			

See Free Delivery Offer On Page 3.

VAUGHAN'S SEED COMPANY

WHOLESALE GRASS SEED DIVISION

PHONE
Barclay 7-4900

April 2, 1962

85 WHITE STREET, NEW YORK 13, N. Y.

Orders of \$50.00 of Grass Seed in Straight Varieties or our Branded Mixtures, except where noted, we will Prepay delivery within 50 miles of New York City from this list price. You may include other Vaughan's Lawn or Vaughan's Branded Products on your order to make this total. Orders of \$100.00 we will prepay within 100 miles, and Orders of \$300.00 within 300 miles. Terms Net Cash.

On orders for less than these amounts Prices are F.O.B. New York City. Slightly higher prices charged for less than bag lots. All Grass Seed Prices subject to market changes and will be booked at the lowest price day received.

We are always pleased to quote quantity lot buyers an F.O.B. New York City or a delivered price. Phone or wire inquiries at our expense. All seeds and bulbs sold subject to our Warranty Clause within recognized tolerances.

	Per 100 lbs.
CLOVERS and ALFALFA	
Red Medium, purity 99%	45.00
Alsike Extra Fancy, purity 99%	30.00
Common Alfalfa	50.00
Birdfoot Trefoil Imported	Ask

WHITE CLOVER	
Extra Fancy Quality	65.00
Packed in 1 lb. carton \$10.20 per dozen.	
Packed in 1/2 lb. bags, \$6.00 per dozen.	
Ladino White Clover (certified)	Ask
New Zealand White Clover	90.00
in 1 lb. boxes	\$13.56 Dozen
in 1/2 lb. bags	7.50 Dozen
Kent Wild White Clover	105.00

TIMOTHY	
Fancy Quality, purity 99.60%	15.50

REDTOP	
Solid Seed, purity 92%	33.00
Solid Seed, purity 95%	35.00
Solid Seed, purity 98%	38.00

BLUE GRASS	
Kentucky, purity 85%	39.00
in 1 lb. boxes	60.00
Kentucky, purity 90%	42.00
Kentucky, purity 98%	46.00
in 1 lb. boxes	66.00
Canada Blue, fancy	Ask
Merion Kentucky Blue 93%	100.00
Merion Kentucky Blue "Blue Tag"	107.00
Our Merion Stocks Are Free of Poa Annua	
Delta Kentucky Blue	55.00
Arboretum Kentucky Blue	65.00
Newport Kentucky Blue (C-1)	60.00
Parks Kentucky Blue	70.00

ROUGH BLUE GRASS	
Poa Trivialis 92%	43.00

RYE GRASSES	
Common or Italian Ryegrass	10.50
in 5 lb. bags	16.00
Perennial or English Rye Grass	12.50
in 5 lb. bags	17.50

	Per 100 lbs.
BENT GRASSES	
Astoria Colonial Bent Blue Tag	Ask
in 1 lb. boxes	Ask
Colonial Bent Blue Tag	Ask
Seaside Bent Blue Tag	Ask
in 1 lb. boxes	Ask
Highland Bent Blue Tag	40.00
Mixed Bent (South German)	Ask
Penncross Creeping Bent	625.00
Velvet Bent	200.00

RED AND TALL FESCUES	
Chewing Fescue	25.00
in 1 lb. boxes	45.00
Creeping Red Fescue (Blue Tag)	27.00
Creeping Red Fescue (Imported)	24.00
Illahee Creeping Red Fescue B.T.	29.00
in 1 lb. boxes	50.00
Penn Lawn Fescue Blue Tag	32.00
in 1 lb. boxes	52.00
Alta Tall Fescue	23.00
Kentucky 31 Tall Fescue	19.00
Sheeps or Hard Fescue	Ask

HAY GRASSES	
Meadow Fescue	23.00
Orchard Grass	32.00

MISCELLANEOUS	
Sudan Grass (Piper)	14.00
Bermuda Grass	42.00
Bermuda Grass Hulled	62.00
Seed Buckwheat	9.00
Seed Rye	\$5.50 - 100 lbs. f.o.b. N. Y.
Zoysia Japonica	10 lbs. 30.00

See Free Delivery Offer Above.

5 LB. POLYETHELENE BAGS
WE OFFER 2 MIXTURES
FORMULATED AND PRICED TO HELP
YOU MEET LOW PRICE
COMPETITION

**GREENVIEW
EMERALD ISLE**
ATTRACTIVE COLORED BAGS
PRICES ON REQUEST

Miscellaneous LAWN MIXTURES

See Pages 2 and 5 for Vaughan's
Branded Mixtures

Prepaid on 200 lbs. or over.

Quick Result Mixture	
Composed of Quick Growing Grasses	
in bulk	18.00
in 5 lb. bags	23.00
Columbia Park	
in bulk	22.00
in 5 lb. bags	27.00
Yorkshire Park (Formerly "Gramercy Park") in bulk	28.00
Central Park Choice	
in bulk	38.00
in 5 lb. bags	43.00
Evergreen	
in bulk	45.00
Superior	
in bulk	55.00
Shady Spot	
fancy, in bulk	45.00
Athletic Mixture	42.50
Standard Long Island Mixture	
in bulk	35.00
in 5 lb. bags	40.00

GRASS MIXTURES	
For Hay and Pasture	35.00

VAUGHAN'S WILD BIRD SEED F.O.B., N. Y. CITY

Contains All Bird Seeds—No Fillers or
Screenings

A—Packed in 100 lb. bags	7.50
B—Packed in 100 lb. bags	8.00
(B includes 20 empty 5 lb. printed paper bags)	

C—Packed 20-5 lb. bags	9.00
When ordering Wild Bird Seed be sure to specify whether you desire A, B, or C method of packing.	

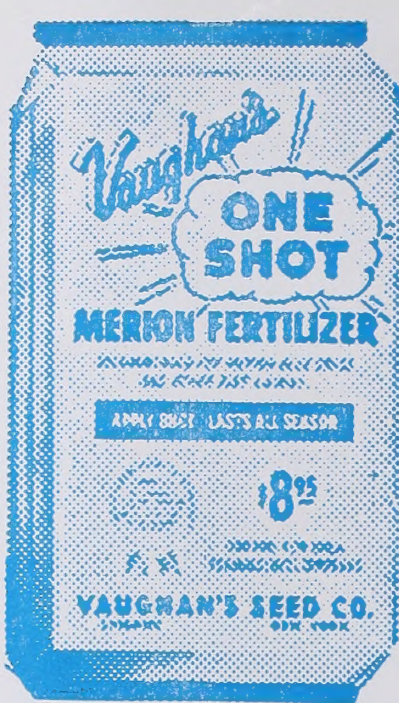
SUNFLOWER AND MILLETS F.O.B., N. Y. CITY

Sunflower, Small Black	11.50
Sunflower, Poultry (Grey Striped)	12.50
Sunflower, Parrot (Grey Striped)	15.00
Sunflower, Large (Grey Striped)	16.50
White Millet	6.50
Yellow Millet	7.00

Vaughan's ONE SHOT

MERION FERTILIZER

20 - 5 - 5



The revolutionary new fertilizer that supplies adequate amounts of plant food in the proper proportions. Full 20 units of nitrogen, from many sources including organics and urea formaldehyde compounds.

Research on the needs of grasses since World War II has shown that a really balanced grass turf fertilizer should contain about four times as much nitrogen as phosphorus and potash. Experts agree that a 4-1-1 ratio is about right for lawns that were formerly overfed with phosphorus and potash by the older formulas such as 5-10-5 or 4-12-4. With Vaughan's One Shot Merion Fertilizer you have quick and slow releasing forms of nitrogen thus giving you a fertilizer that will feed over the entire season.

A proven sales getter at full 40% mark up.

Size	Packed	Wt.	Cost	Retail
50 lbs.	12	610	\$66.00	\$8.95
25 lbs.	12	306	\$36.50	\$4.95

VAUGHAN'S TURF-LITE

THE MODERN LIGHT WEIGHT LAWN FOOD — IT'S TERRIFIC

Placed on the market experimentally last year . . . Vaughan's new low-priced — high-quality fertilizer was an immediate success. If you compare price and analysis of this high nitrogen 20-10-5 fertilizer with competitive brands you'll see why it became so popular. Full 40% discount, too! Recommend it for lawn feeding any time during growing season; 22-lb. bag feeds 5,000 sq. ft. for only \$4.35.

Size	Shipping Unit	Wt.	Dealers Cost	Retail
5000 sq. ft.	20	465 lbs.	\$53.00	\$4.35



VAUGHAN'S NEW SPECIALTIES

VAUGHAN'S FEEDER WEEDER

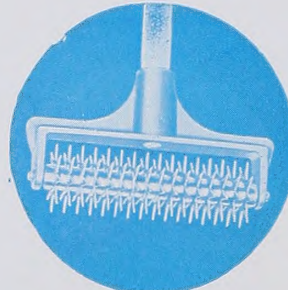


NEW! VAUGHAN'S FEEDER WEEDER

Double-duty products offer twice as many sales opportunities . . . additional profits, too. That's why Vaughan's has added a new high nitrogen fertilizer-weed killer combination to their outstanding line of lawn products. Powerful 2, 4D and 20-10-5 fertilizer are applied with a spreader. One 20 lb. bag effectively feeds and weeds 5,000 square feet. Full 40% discount.

Size	Shipping Unit	Wt.	Cost	Retail
5,000 sq. ft.	20	420 lbs.	\$63.00	\$ 5.25

VAUGHAN'S LAWN OVATER



The perfect answer for reseeding bare spots in lawns. Increases grass germination 50% to 75%. Eliminates need for top soil. Just sow the seed — then roll Lawnovater over surface.

RETAIL EACH \$ 5.79
CASE OF 5 DEALER PRICE 17.37

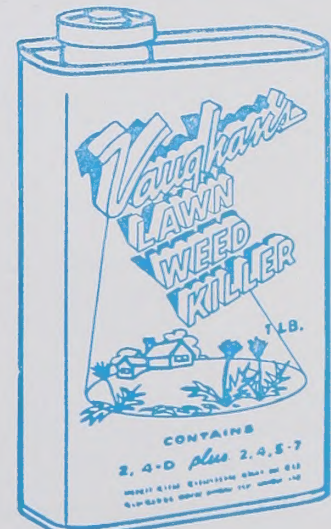
VAUGHAN'S FORMULA Z TURF FUNGICIDE

TURF FUNGICIDE. This is a Broad Spectrum Lawn Turf Fungicide, which is recommended for controlling lawn diseases, such as brown patch, dollar spot, leaf blights, curvularia, etc. Contains Urea which stimulates new growth. 8 oz. treats 2000 to 4000 sq. ft.



Cat. No.	Size	Packed	Wt.	Dealers Cost	Retail
S-1340	8 oz.	12	12 lbs.	\$25.20	\$ 3.50
	5 lbs.	1	5 lbs.	14.85	14.75

VAUGHAN'S LAWN WEED KILLER



Of all the weed killing chemicals, the original discovery, 2,4-D is the most dependable. It does its work with rarely a failure, clearing your lawn of broad leaved weeds, and keeping your grounds free of almost all unwanted plant growths. VAUGHAN'S LAWN WEED KILLER contains 2-4-D plus 2-4-5-T, which makes it fatal to woody plants as well as weeds. Poison oak, poison ivy, cherry, honeysuckle and others are easily exterminated.

8-Oz. covers 1,500 sq. ft., retails at 90c.	
carton of 24	\$12.96
Quarts covers 5,000 sq. ft., retails at \$2.75,	
cartons of 12	\$19.80

FREE OF POA ANNUA AND BENT

Vaughan's MASTER BLEND

Merion Formula

Once again, Vaughan's offers the finest all-around lawn grass formula ever developed . . . a blend including four new, improved grasses selected as Champions by National Turf Research

Merion Kentucky Blue Grass is a distinct variety found growing on a tee of the Merion Golf Club near Philadelphia. Its exceptional color, vigor and other advantages attracted interest and resulted in tests by experiment stations, golf clubs and private growers all over the U.S.A. Vaughan's pioneered the commercial development of this new variety, now judged superior to common Kentucky Blue Grass by most authorities. More than a million seeds of this famous variety are found in every pound of MASTER BLEND Merion Formula.

Delta and Newport Kentucky Blue Grass, known for exceptional seedling vigor. Delta and Newport varieties were added to Master Blend because they start growing more quickly than other perennial grasses and provides early cover to hold down weeds and shelter the slower-to-germinate Merion.

Pennlawn Creeping Red Fescue, a hybrid grass bred at Pennsylvania State University, was added to the Master Blend Formula because it provides thick green cover for shady places and sandy soil and shows excellent heat and disease resistance.

The result is a beautiful lawn . . . a tough lawn . . . a lawn which rolls out a green carpet under more different conditions of soil and climate and shade. No wonder Vaughan's Master Blend Merion Formula is creating a sensation from coast to coast!

OTHER Vaughan's MIXTURES FOR SPRING 1962

Price on mixtures F.O.B. New York City, but prepaid on 200 lb. lots or see special prepaid offer on page 3.



VAUGHAN'S PARKS FORMULA

NOW CONTAINS MERION AND ARBORETUM BLUE GRASS, THE BLUE GRASSES DEVELOPED FOR SEEDING VIGOR AND BETTER LAWNS
USE 1 LB. TO 250 SQ. FT.

1 lb. cartons . . . (Retail \$1.25) . . . \$18.75 per case of 25
3 lb. cartons . . . (Retail \$3.60) . . . \$34.56 per case of 16
5 lb. bags (Retail \$5.75) . . . \$35.00 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$68.00 100 lb. lots . . . \$65.00
50 and 25 lb. bags . . . \$67.00 500 lb. lots . . . \$64.00

VAUGHAN'S COLUMBIAN (GENERAL PURPOSE FORMULA)

USE 1 LB. TO 250 SQ. FT.

Especially adapted for medium shade and sandy soils.

Contains Pennlawn Creeping Red Fescue, Delta Kentucky Blue Grass, and other permanent grasses

1 lb. cartons (Retail \$ 1.10) . . . \$16.50 per case of 25
3 lb. cartons (Retail \$ 3.15) . . . \$30.24 per case of 16
5 lb. bags (Retail \$ 5.00) . . . \$30.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$59.00 100 lb. lots . . . \$56.00
50 and 25 lb. bags . . . \$58.00 500 lb. lots . . . \$55.00

VAUGHAN'S DENSE SHADE FORMULA

USE 1 LB. TO 250 SQ. FT.

Composed of grasses most suited for growing in heavily shaded situations. Is also satisfactory in moderate shade. Includes Pennlawn Creeping Red Fescue.

1 lb. cartons (Retail \$ 1.10) . . . \$16.50 per case of 25
3 lb. cartons (Retail \$ 3.15) . . . \$30.24 per case of 16
5 lb. bags (Retail \$ 5.00) . . . \$30.50 per bale of 10

Per 100 lbs.

10 and 15 lb. bags . . . \$59.00 100 lb. lots . . . \$56.00
50 and 25 lb. bags . . . \$58.00 500 lb. lots . . . \$55.00

VAUGHAN'S "NEW IMPROVED"

LONG ISLAND FORMULA

With MERION KENTUCKY BLUE

This contains the basic grasses originally recommended by the Long Island Agricultural and Technical Institute at Farmingdale. All of higher qualities than standards. With Red Top instead of Bent. Also now includes Merion Blue, Merion Blue and Mixtures with Merion have proved outstanding in official trials on Long Island. This mixture will do equally as well on shale soils of New Jersey, and in Connecticut and Westchester County.

(For Mixture without Merion Blue—see Standard Long Island on page 3.)

	Retail Prices	Dealer Price
1 lb.	\$ 1.10	\$16.50 per case of 25
5 lbs.	5.25	\$30.24 per bale of 10
25 lbs.	23.75	lots of 2 or more \$14.00 each
		\$52.50 per 100 lbs.



VAUGHAN'S

VALU-BLEND LAWN MIXTURE

For Quick Results at a Low Price:

Contains no Timothy or Other Adulterants.

1 lb. cartons . . (Retail \$.80) . . \$12.50 per case of 25
3 lb. cartons . . (Retail \$2.30) . . \$22.56 per case of 16
5 lb. bags (Retail \$3.75) . . \$22.50 per bale of 10
25 lb. bags . . \$42 per lb. 100 lbs. . \$40. 500 lbs. . \$195.

SPECIAL MIXTURES

If interested in lower priced formulas other than we list — or your own formulas — let us know and we will be glad to quote. Also see Grass Seed Page.

BE MODERN! Sell Modern Lawn Seed Mixtures

April 2, 1962

LIQUID SUPER (SODAR)® AMA

For Quick Kill Of Crab Grass

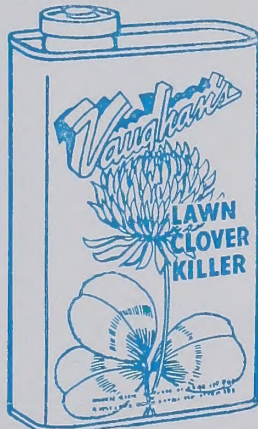


This high-power version of SODAR®, the crab grass killer, comes in liquid form and should be applied with a sprayer. You can see the crab grass plants lose color as it hits them, and complete destruction takes place in a matter of hours, not days. Full instructions come with it. It will quickly clear a heavily infested space where you may want to make a new lawn. 1 pint covers 1500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
1 pt.	12	20 lbs.	\$12.89	\$1.79
1 qt.	12	35 lbs.	21.24	2.95
Gal.	4	40 lbs.	23.40	9.75

VAUGHAN'S LAWN CLOVER KILLER

For those who object to clover's white blossoms, and susceptibility to disease. Contains 2, 4, 5T plus other ingredients to penetrate and kill tough stems of old clover. Will not harm grass when used as directed. 8 oz. covers 1,500 sq. ft. Now, Vaughan's Lawn Clover Killer can be recommended for the control of this pest, without injury to turf.



Size	Packed	Wt.	Dealers Cost	Retail
8 oz.	12	11 lbs.	\$ 9.00	\$1.25
Qts.	12	32 lbs.	21.46	2.98
Gals.	6	60 lbs.	27.90	7.75

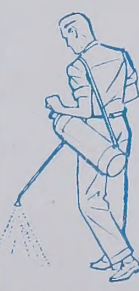
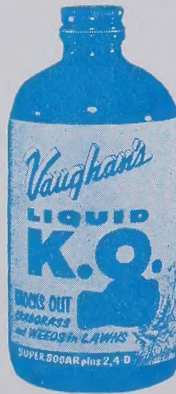
VAUGHAN'S 74% CHLORDANE

Widely accepted for crabgrass prevention and for control of lawn insects such as ants, chiggers, white grubs, sod webworm, cutworms, wireworms, earwigs, slugs, root maggot and others in flower garden soil. Excellent termite control.

Cat No.	Size	Packed	Wt.	Dealers Cost	Retail
S1307	Pt.	12	25 lbs.	\$25.13	\$3.49
	Qt.	6	25 lbs.	19.05	5.29

VAUGHAN'S K.O. KNOCKS OUT BOTH CRABGRASS AND WEEDS

K.O. is the all-in-one crabgrass and weed killer that'll really sell when the first dandelions show their faces. Contains Sodar®, the proven post-emergent crabgrass killer, PLUS 2, 4D for sure destruction of



DRY K.O. FOR SPREADING

Granulated to make it easy for your customers to spread certain death for crabgrass and weeds... over their entire lawn. 9 lbs. treats 2,500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
9 lbs.	4	40 lbs.	\$ 9.48	\$3.95
18 lbs.	10	190 lbs.	41.70	6.95

LIQUID K.O. FOR SPRAYING

The all-new liquid your customers just spray on to wilt away weeds and crabgrass. For tank or hose type sprayers. Pint treats 1,500 sq. ft.

Size	Packed	Wt.	Dealers Cost	Retail
Pint	12	20 lbs.	\$16.92	\$2.35
Quart	12	35 lbs.	28.44	3.95
Gal.	4	50 lbs.	31.06	12.95

K.O. FOR SPOT TREATMENT

Extra-easy-to-use and a new idea in lawn care. Now customers can just shake K.O. on for a lawn free of crabgrass and weeds. Package spot-treats the average home grounds.

Size	Packed	Wt.	Dealers Cost	Retail
4 lbs.	12	50 lbs.	\$16.20	\$2.25

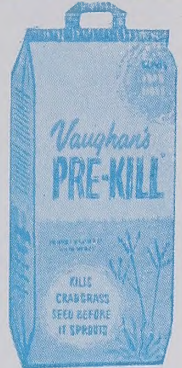
VAUGHAN'S PRE-EMERGENT CRABGRASS KILLERS

PRE-KILL

THE THREE YEAR CRABGRASS CONTROL

CONTAINS WONDER-WORKING CALCIUM ARSENATE IN AN EASY SPREADING BASE WHICH PREVENTS ITS BLOWING AWAY.

Use During Winter or Early Spring Pre-Kill is a pre-emergent crabgrass killer. It destroys crabgrass before it develops, long before it can produce seeds for reproduction. Applied in fall, winter or early spring, it not only kills the next crop of crabgrass but also chickweed and Poa Annua grass and rids lawns of grubs, cutworms, lawn moth larvae, night crawlers and earwigs. With these, their food gone, moles leave.



Yes, Pre-Kill's proven performance means you can sell it with confidence and satisfaction.

Size	Packed	Dealer's Cost	Retail
For 1000 sq. ft.	6	\$17.82	\$4.95 each
For 2000 sq. ft.	12	68.04	9.45 each

PRE-VENTS

A High Quality Pre-Emergent Crabgrass Killer With Dacthal

VAUGHAN'S PREVENTS contains Dacthal. For use on established lawns as a pre-emergent treatment for the control of smooth and hairy crabgrass. Also effective against other annual weeds as milky spurge, purslane, carpet weed, witchgrass, annual chickweed and foxtail.

Recommended as a border control in foundation plantings and in flower bed borders. Prevents growth of most grassy weeds in these areas if soil is undisturbed after cultivation.

Not harmful to humans or pets when used as directed.

Attractively priced for volume selling.

Size	Packed	Weight	Dealer Cost	Retail
2,000 sq. ft.	12	252 lbs.	\$48.60	\$6.75

broadleaf weeds. And this double-death-dealing product has a new triple sales appeal: three kinds to fit every application need.

